



CITY OF HAYWARD

Web Logging – Blogging Policy

The City of Hayward has initiated the use of Web Log's (BLOG or blogging) to provide another avenue to disseminate up to date information about the City and to give residents and staff another place to share their opinions.

Since blogging is a designated public forum, it needs to be governed by policies and procedures to ensure the discussion is civil and allows a diversity of opinion. As such, the following general procedures will be followed for both internal and external web log (BLOG) sites:

1. Those individuals wishing to comment must register as directed by the Blog site, and provide basic information including name and a valid email address. Names and valid email addresses shall be kept confidential by the City of Hayward unless disclosure is necessary and/or required to:

- a. Investigate and/or prosecute any acts of misconduct,
- b. Pursuant to a court order, and/or
- c. Pursuant to any applicable federal, State or local law.

Registered individuals shall create a username for initial and continued use.

2. The following comment and/or posting practices will be followed by the City:
 - a. Comments may not contain profanity, racial slurs and/or material in violation in any federal, State or local laws, including, but not limited to, laws related to defamation.
 - b. Comments may not contain links to other websites outside of the City of Hayward website.
 - c. Comments may not contain campaign material related to candidates and/or measures, or otherwise be in violation of federal, State or local laws related to the use of public funds.
 - d. Comments containing advertisements shall be prohibited.
 - e. Comments should be relevant to the specific post they are attached to. Spam, flaming, personal attacks, and off-topic comments are not permitted
3. In order to ensure compliance with California open meeting laws, members of City Council and/or other members of Commissions and standing committees that are subject to the Brown Act, have to identify themselves. Those members are

also unable to comment and/or post on a City BLOG site if comments have been posted by two other members of the body on which they serve.

4. Comments posted in response to a blog shall be reviewed by the assigned moderator for compliance with these policies and procedures. No comments shall be maintained on City blog sites that are not in compliance with these policies and procedures. Inquiries regarding a deleted comment may be directed to the City Webmaster at webmaster@hayward-ca.gov. Any requests for re-posting of the comment must be made in writing to webmaster@hayward-ca.gov within 48 hours of the deletion, and must contain an explanation for the request.
5. All City sponsored BLOG sites shall be subject to the website usage policies of the City of Hayward website.

Questions regarding said policies and procedures shall be directed to the Technology Services Department/Webmaster.